

Hispanic*
Quit Line Data Summary
April 1 - June 30, 2004

	Hispanic	State
Number of Calls to Quit Line	N = 123	N = 3,363
Percent of Statewide Calls	6.2%	100.0%
Percent of State Population in County¹	7.7%	100.0%

	Hispanic %	State %
Gender	N = 121	N = 2,906
Female	58.7%	64.2%
Male	41.3%	35.8%
Race/Ethnicity	N = 123	N = 2,468
Hispanic	100.0%	6.2%
Age	N = 121	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	27.3%	15.2%
25 - 34 years old	32.2%	23.1%
35 - 44 years old	23.1%	24.6%
45 years and older	17.4%	36.0%
Education	N = 123	N = 2,581
Did not graduate high school	32.5%	19.0%
High school graduate	34.1%	36.0%
Some college/vocational school	23.6%	36.4%
College graduate	9.8%	8.6%
Caller Type	N = 122	N = 3,052
General Information	4.1%	12.6%
Health care provider	0.0%	3.6%
Tobacco user	95.9%	83.8%
Payer Type	N = 96	N = 2,005
Insured	30.2%	31.2%
Uninsured	34.4%	29.4%
Medicaid	35.4%	39.4%
Heard About	N = 105	N = 2,412
Past caller	5.7%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	26.7%	31.8%
Television	13.3%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.9%	1.8%
Targeted mailing	1.0%	0.1%
Great Start	0.0%	0.2%
Radio	2.9%	1.8%
Newspaper/Magazine	1.0%	0.7%
Brochure/Newsletter	7.6%	5.4%
Family or friend	31.4%	22.7%
Health Department	7.6%	5.4%
School	1.0%	1.4%